What is claimed:

1.   A configurable pricing optimization system comprising:

a price optimization application, tangibly embodying a program of instructions executable by a machine to receive stored data and to use this stored data to suggest an optimal pricing level according to business goal;

a configuration application, tangibly embodying a program of instructions executable by a machine to allow a user to modify the stored data, whereby the modification of the stored data modifies the suggested optimal pricing level.

2.   The configurable pricing optimization system of claim 1, whereby the configuration application allows the user to define boundaries or constraints for a mathematical model used by the price optimization application.

3.   The configurable pricing optimization system of claim 1, whereby the configuration application allows the user to define market conditions to be considered by the price optimization application.

4.   The configurable pricing optimization system of claim 3, whereby the configuration application allows the user to define the relationship between two products, whereby the relationship is used by the price optimization application to determine changes in sales of a first product caused by changes in a price for a second product.

5.   The configurable pricing optimization system of claim 1, whereby the price optimization application performs method steps of creating a model of a market for the product, collecting historical transaction data related to the product in the market, and analyzing the historical data and the model to determine sales volume changes from changes in the price of the product, and whereby the configuration application allows the user to define the market model.

6.   The configurable pricing optimization system of claim 1, whereby the configuration application visually displays possible values for a data variable to be modified.

7.   The configurable pricing optimization system of claim 1, whereby the configuration application visually displays changes in the suggested optimal pricing level.

8.   A configurable pricing optimization system comprising:

a price optimization means for receiving stored data and for using this stored data to suggest an optimal pricing level;

a configuration means for allowing a user to modify the stored data, whereby the modification of the stored data modifies the suggested optimal pricing level.

9.   The configurable pricing optimization system of claim 8, whereby the configuration means allows the user to define boundaries or constraints for a mathematical model used by the price optimization means.

10.   The configurable pricing optimization system of claim 8, whereby the configuration means allows the user to define market conditions to be considered by the price optimization means.

11.   The configurable pricing optimization system of claim 10, whereby the configuration means allows the user to define the relationship between two products, whereby the relationship is used by the price optimization means to determine changes in sales of a first product caused by changes in a price for a second product.

12.   The configurable pricing optimization system of claim 8, whereby the price optimization means performs method steps of creating a model of a market for the product, collecting historical transaction data related to the product in the market, and analyzing the historical data and the model to determine sales volume changes from changes in the price of the product, and whereby the configuration means allows the user to define the market model.

13.   The configurable pricing optimization system of claim 8, whereby the configuration means visually displays possible values for a data variable to be modified.

14.   The configurable pricing optimization system of claim 8, whereby the configuration means visually displays changes in the suggested optimal pricing level.